

PITTCO

STORE FRONT METAL



Paint * PITTSBURGH * *Glass*
PLATE GLASS COMPANY

PITTCO STORE FRONT METAL

Modern merchandising methods have made the effective display of goods in the retail store window a veritable science . . . with its object the injection of maximum invitation and sales appeal into the modern store front. Of prime importance in designing store fronts of real personality is the metal store front construction. And therefore, as merchandising methods have become more and more aggressive, store front metal construction has grown in importance accordingly. No longer are architects, contractors, merchants satisfied with a metal construction which merely holds the glass . . . their need is for a metal construction which will be beautiful, practical and versatile enough to help them solve their display problems in a modern manner. It was to meet this definite need that PITTSBURGH PLATE GLASS COMPANY, after long research and experimentation, developed Pittco Store Front Metal. It was designed deliberately and all at one time, as a complete line of units to meet every demand which today's store front would make upon a metal construction. It has gained a wide use among leading architects, builders and property owners . . . and has proved eminently satisfactory from every standpoint in all its installations. Here, at last, is store front metal construction truly worthy of use in modern store fronts.

For information on other Pittco Store Front Products, see Pittsburgh Corning Corporation's sections in Sweet's on Carrara Structural Glass, PC Glass Blocks, and PC Architectural Glass; see also Pittsburgh Plate Glass Company's General Glass and Pittsburgh Paint catalogs in Sweet's.

SASH SET FROM OUTSIDE



First the Inner Member is set; then the setting block (which is actually 2½" long) is pressed into its groove and . . .



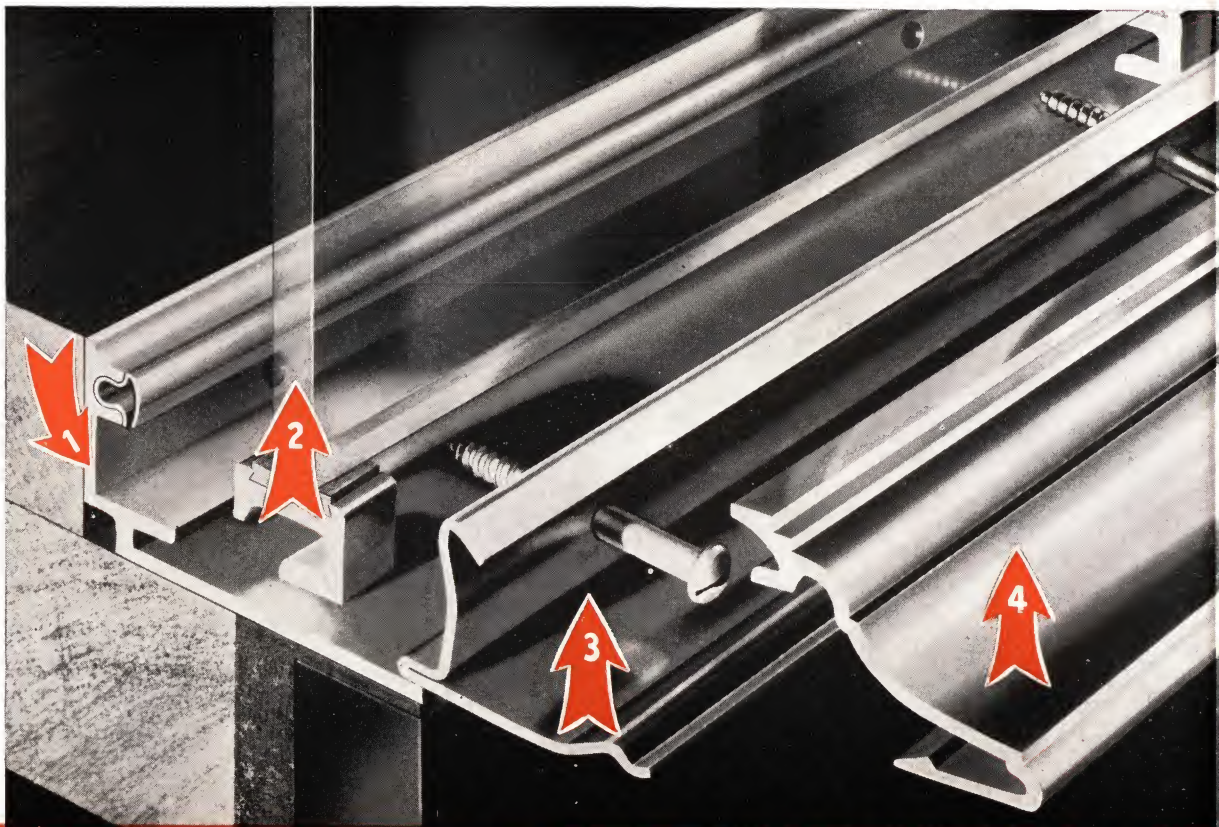
The glass is lifted into place.



Then the glass holding member is installed, and finally . . .

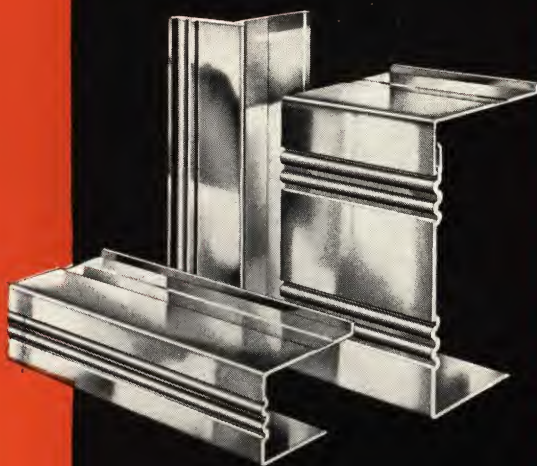


The face member snaps on to finish the assembly.

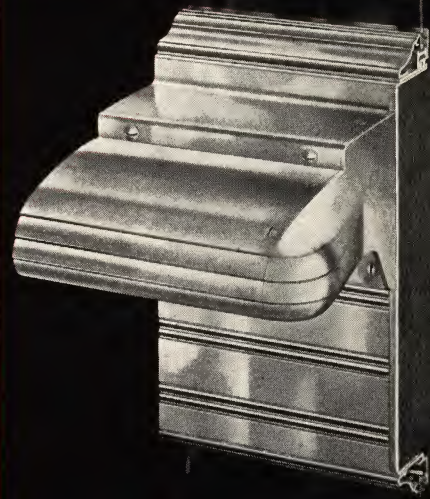




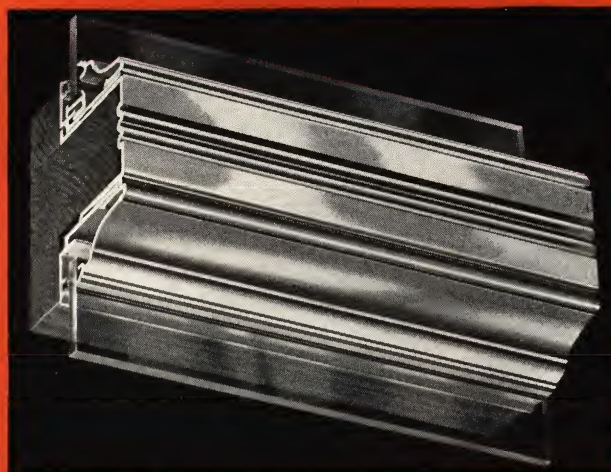
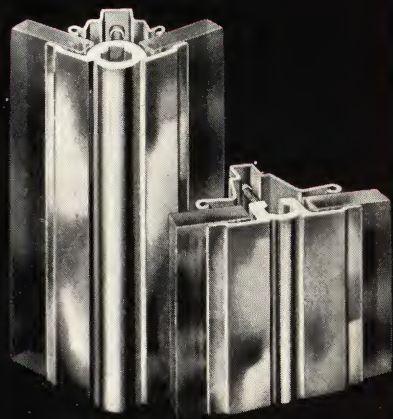
TRANSOM BAR No. 56



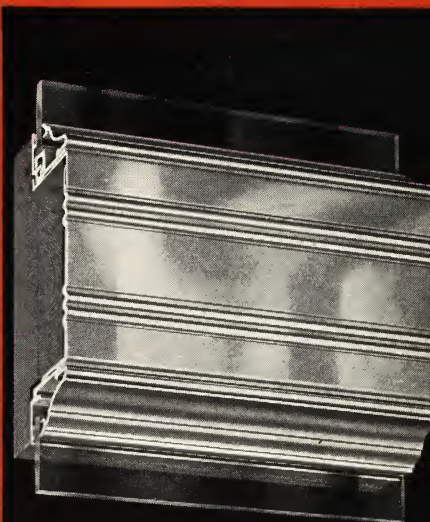
MOULDINGS



AWNING BAR No. 60



ABOVE: TRANSOM BAR No. PX117
AT LEFT: VERTICAL BARS
AT RIGHT: TRANSOM BAR No. 44



ARCHITECTURAL ADVANTAGES OF PITTCO STORE FRONT METAL

BEAUTY . . . Pittco Store Front Metal was designed as a complete line of metal members . . . all at one time. As a result, it has a pleasing unity of design . . . a harmonious relationship between members. It has a style all its own, different, distinctive and refreshing. It is primarily a quality construction, being fabricated from only the choicest materials and finishes.

MODERN FINISHES . . . Pittco Metal is furnished in clear, lustrous Alumilite . . . and in Architectural Bronze, Satin or Polished finish. *Caution:* The "Alumilite" finish will be attacked when subjected for any length of time to wet mortar, plaster, whiting, cleaning acids or similar materials. If these materials are immediately removed with a wet sponge or cloth, no attack may occur. It is recommended, however, that the finish be protected during building operations by the use of masking tape or suitable wax

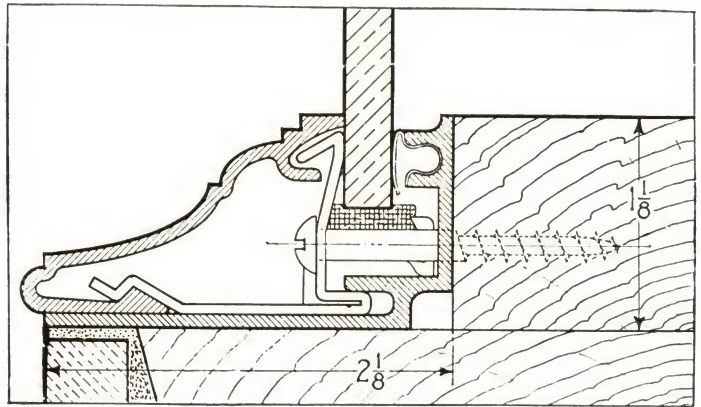
to avoid any possibility of disfiguring stains.

ACCURACY and STRENGTH . . . To insure clear-cut moldings of ample strength and a high standard of workmanship, the extruded process is used in forming exposed Pittco members.

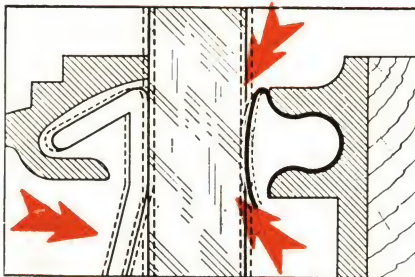
PRACTICAL ADVANTAGES . . . Pittco is as practical as it is beautiful. It is easy to install, all setting operations being carried on outside the window. Its special Cushion-Grip on glass gives the glass it holds greater protection against strains and jars. Rear members of sash and plate glass may be set, the window made ready for display and the face of the building washed down, before outer members of sash are applied. Pittco Sash may be provided with means for drainage when specified. Pittco bars, comprised of only a few mouldings, are readily adjustable to all angles.

EIGHT

DISTINCTIVE FEATURES OF PITTCO STORE FRONT SASH

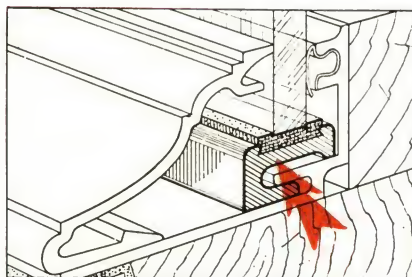


Full size cross-section



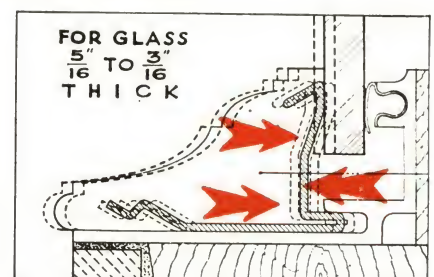
1. CUSHION GRIP ON GLASS

The metal surfaces which contact the sides of glass act as a yielding cushion, absorbing dangerous shocks and jars.



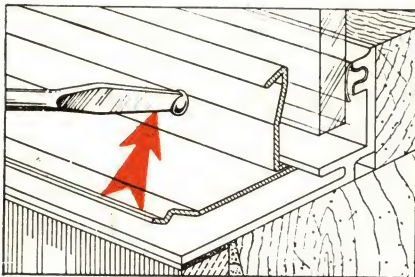
2. FIXED SUPPORTING BLOCK

Non-ferrous metal supporting blocks are firmly wedged in groove, thus preventing tipping, rocking or sliding out of line during setting of glass.



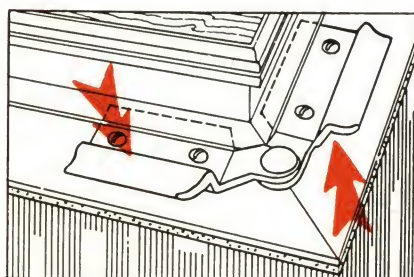
3. ADJUSTABLE TO VARIOUS GLASS THICKNESSES

Glass-holding units and face members are self-adjusting to various glass thicknesses without tilting inward or outward.



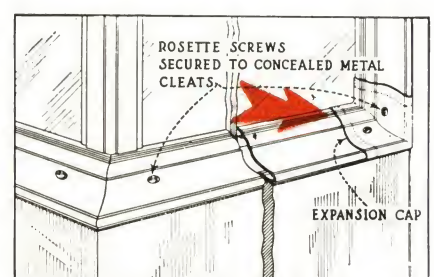
4. INSTALLATION OPERATIONS ALL FROM OUTSIDE

Both glass and sash are set from outside by standard wood or machine screws. No special keys or tools required.



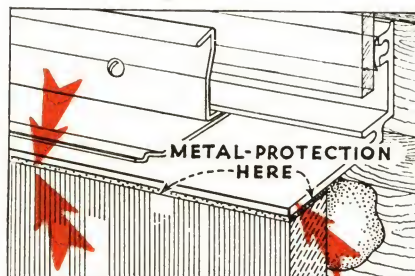
5. CORNER CLEAT TO ASSURE TIGHT MITRE

Heavy Metal Cleats are used at the corners to secure mitres against spreading due to expansion or contraction.



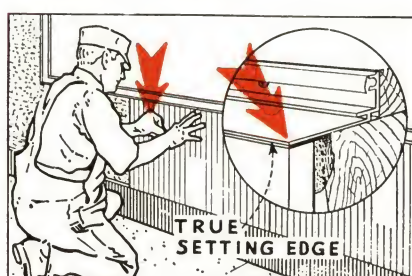
6. EXPANSION IS CONTROLLED

Expansion in long lengths of aluminum is controlled by combining expansion cap, cleats and rosette screws. See also 5.



7. PROTECTION FOR CARRARA

A sturdy, square-cut, continuous metal flange projects over edge of Carrara, shielding the area which is most vulnerable.



8. TRUE SETTING EDGE

The outer edge of inner member serves as a true, unvarying line to which face of Carrara or similar materials are set.

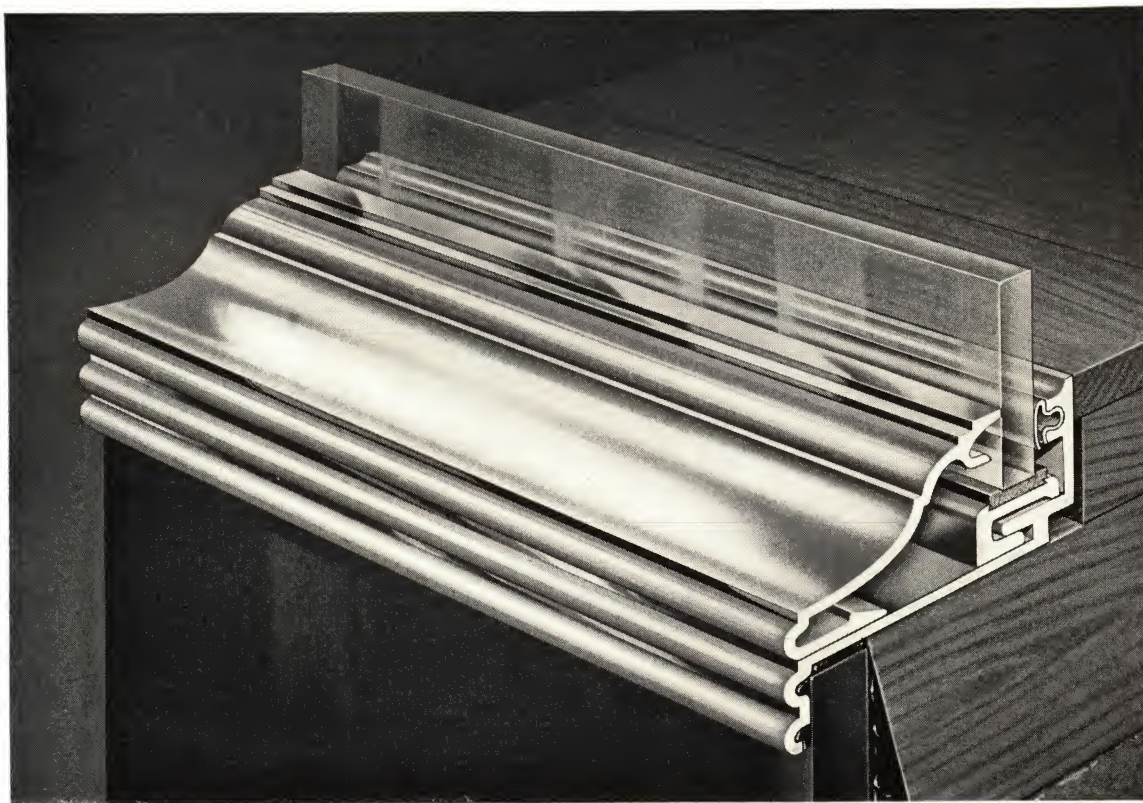
PITTCO

STORE FRONT METAL

STANDARD PITTCO SHAPES

There is a Pittco shape for practically every architectural or decorative need which might arise in connection with store front work. The warehouses of the Pittsburgh Plate

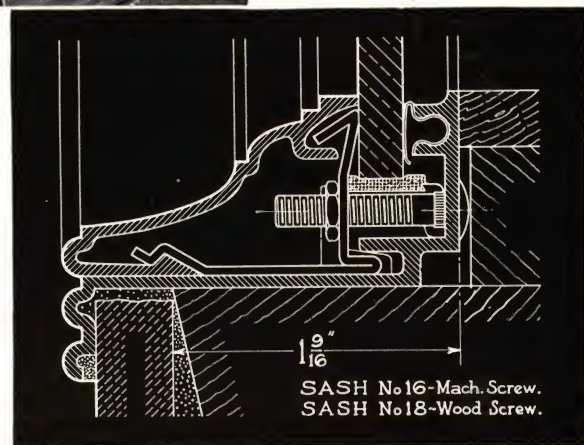
Glass Company carry complete stocks of many of these mouldings for prompt shipment, no matter where your job may be located. See back cover for list of branches and map.



At left and below are shown the new Pittco Sash No. 16 and 18. This new Sash is a valuable addition to the Pittco Metal line for two reasons: first, because the double bead on the face member, combined with the bead on the sash itself, forms a striking and effective frame for the display window. And second, because the manner in which the sash overlaps the Carrara insures even greater protection for the edges of the facing material.

PITTCO-CARRARA GLASS STORE FRONTS

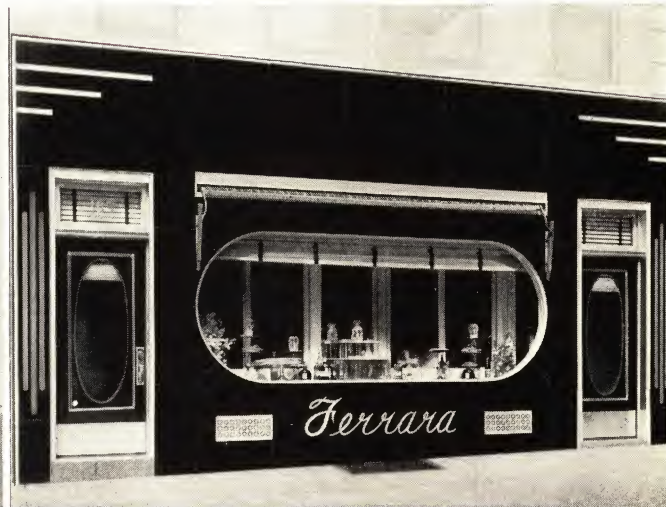
Pittco Store Front Metal was designed for use with Carrara Structural Glass. (See features 7 and 8, page 4). When so employed, Pittco Metal enhances the richness and distinction of a store front's appearance, harmonizes in perfect fashion with the lustrous, polished surface of the glass facia, bulkheads, etc. The details on pages 7 to 10 of this catalog show various applications of Pittco Metal in connection with Carrara Structural Glass.



SERVICE STATION, PITTSBURGH, PA.



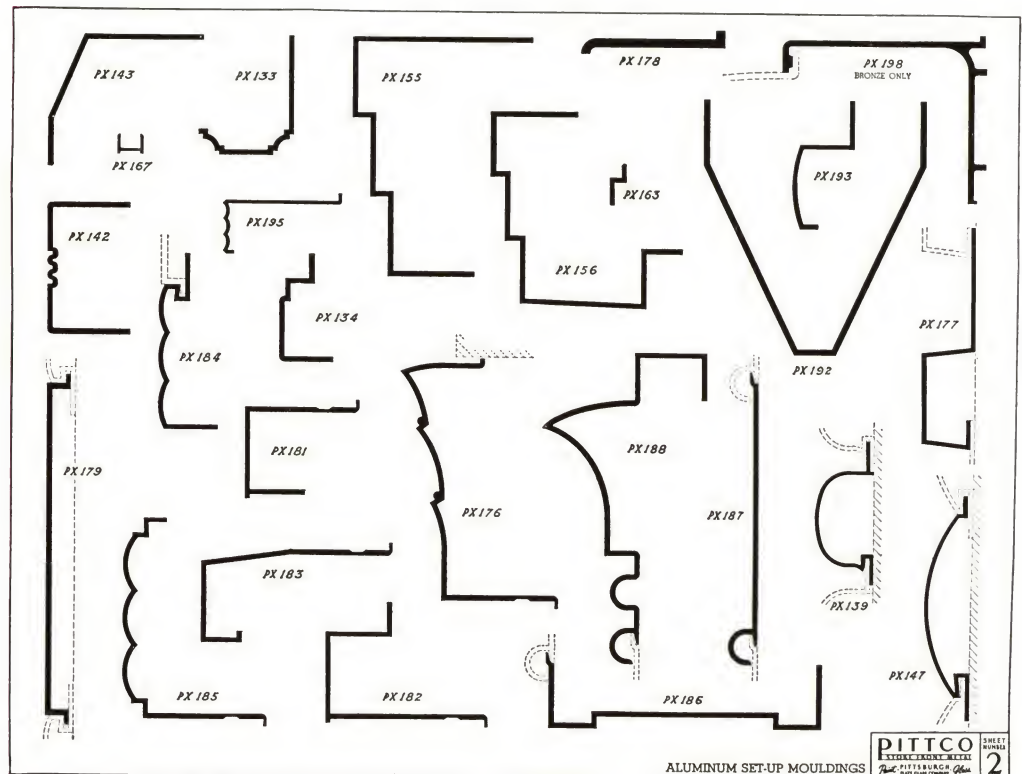
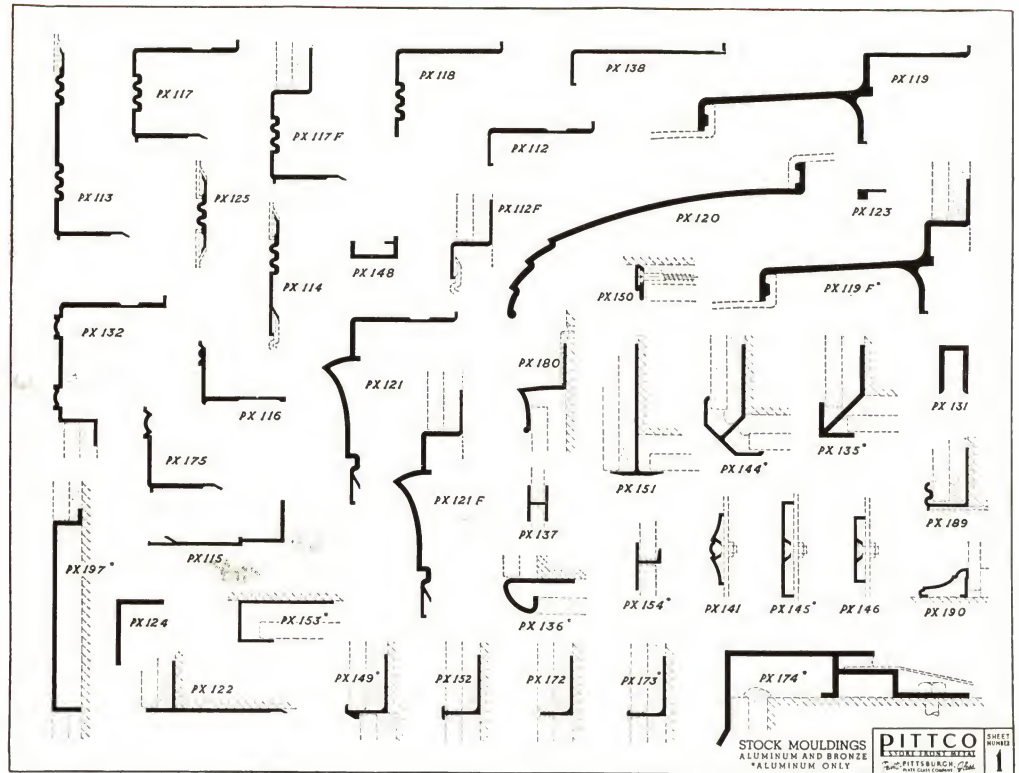
BAKERY, NEWARK, N. J.

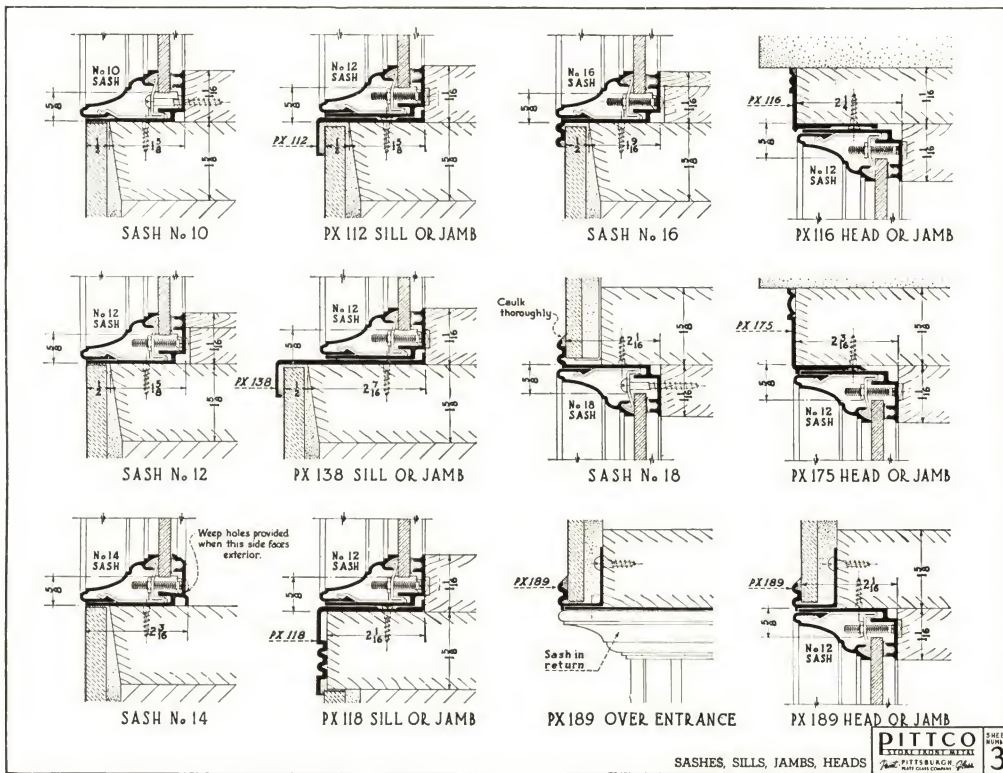


QUARTER SIZE DETAILS OF PITTCO STORE FRONT METAL MOULDINGS

PITTCO
STORE FRONT METAL

There is a Pittco shape for practically every architectural or decorative need which might arise in connection with store front work. The warehouses of the Pittsburgh Plate Glass Company carry complete stocks of many of these mouldings for prompt shipment, no matter where your job may be located. See back cover for list of warehouses and map.



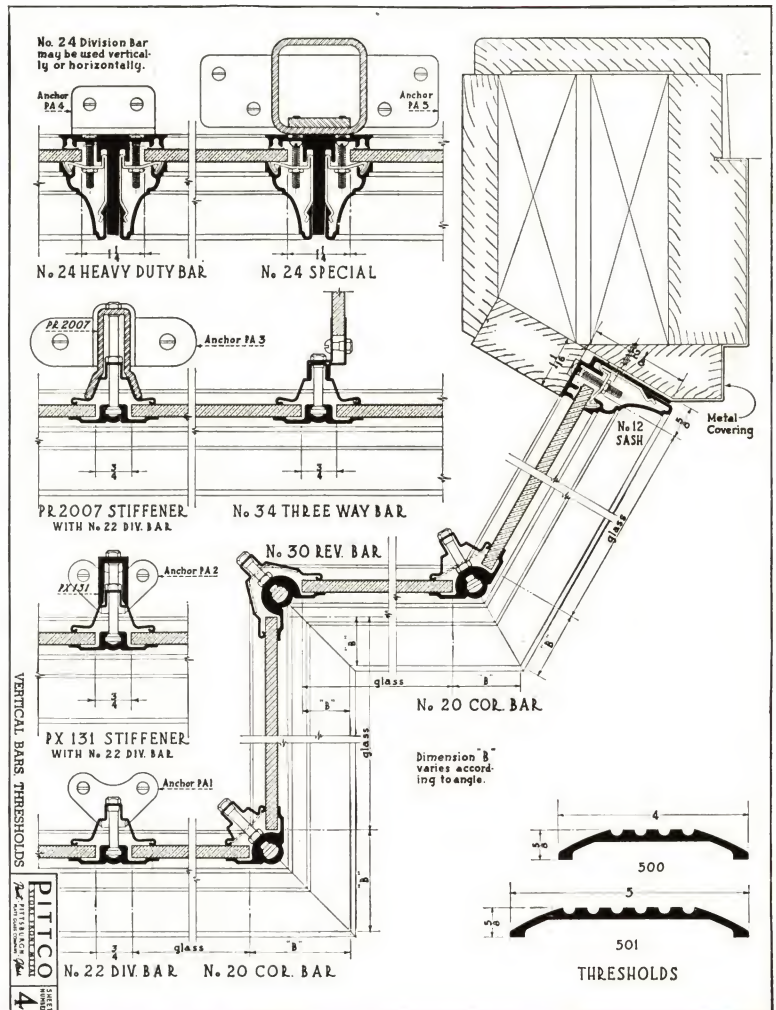


QUARTER SIZE DETAILS

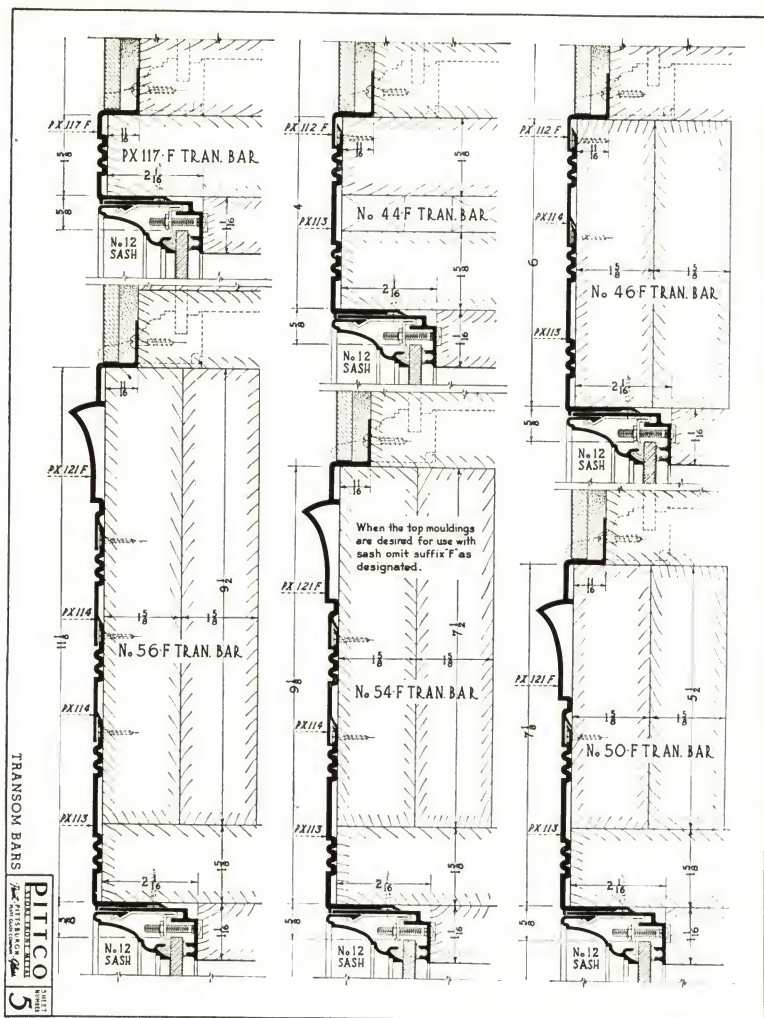
PITTCO
STEEL FRAME METAL

Typical cross-sections showing Sash, Sills, Jambes and Heads in connection with Carrara Structural Glass.

QUARTER SIZE DETAILS OF PITTCO STORE FRONTS



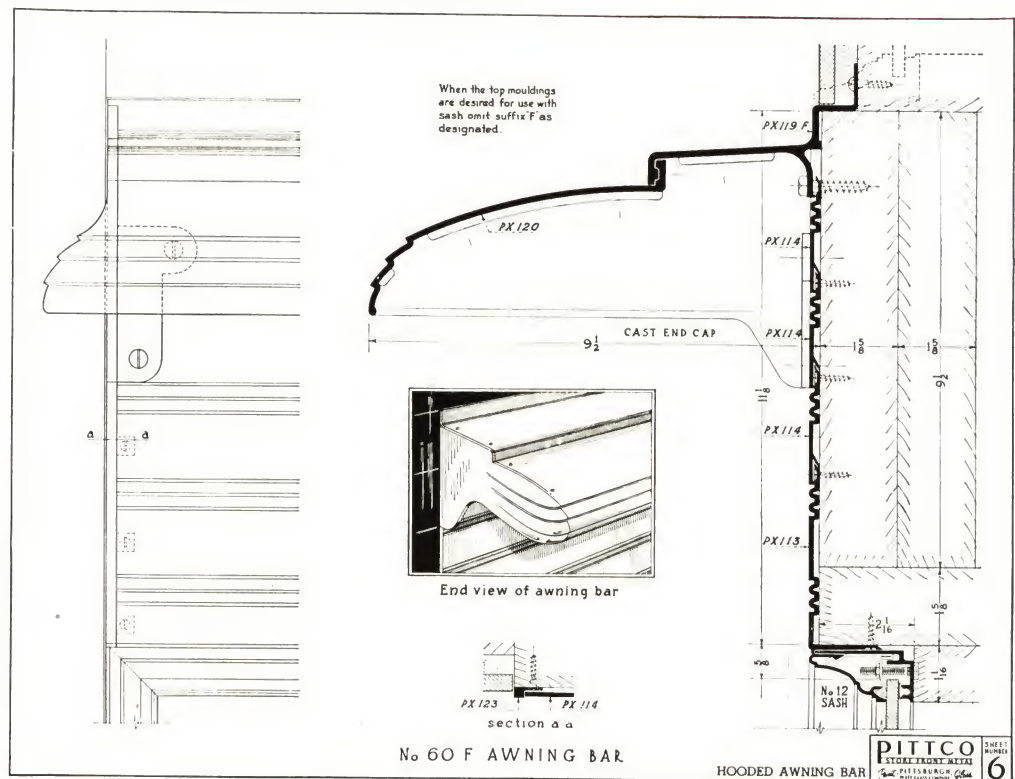
Detail of Pittco Vertical Bars.



QUARTER SIZE DETAILS

TRANSOM BARS

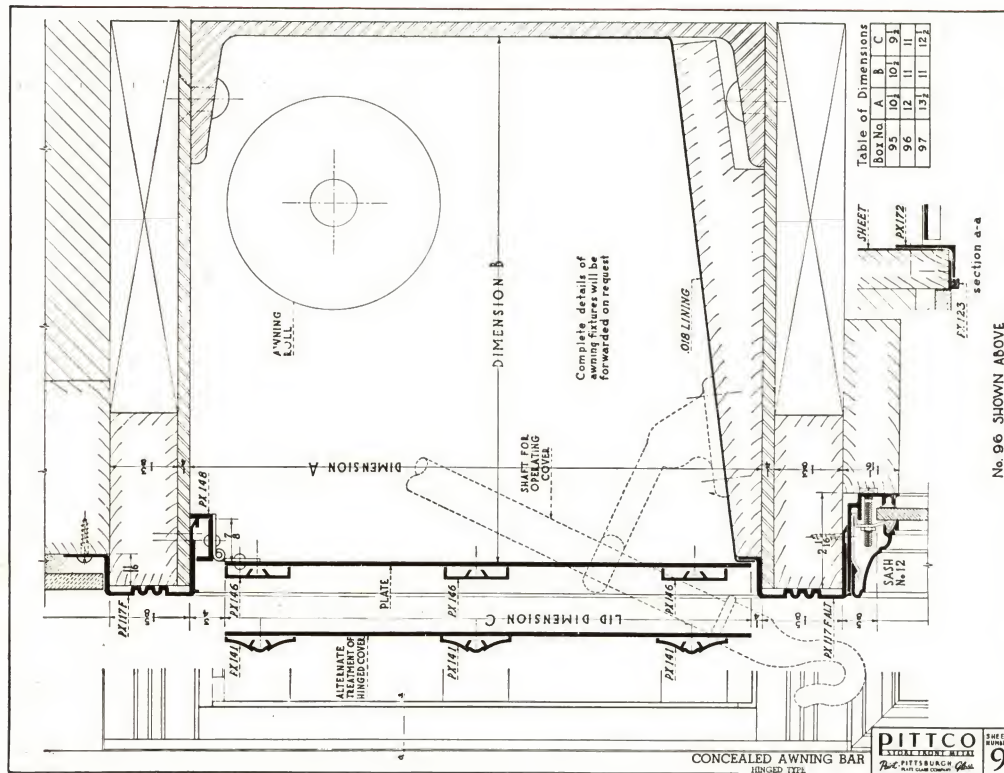
AWNING BARS



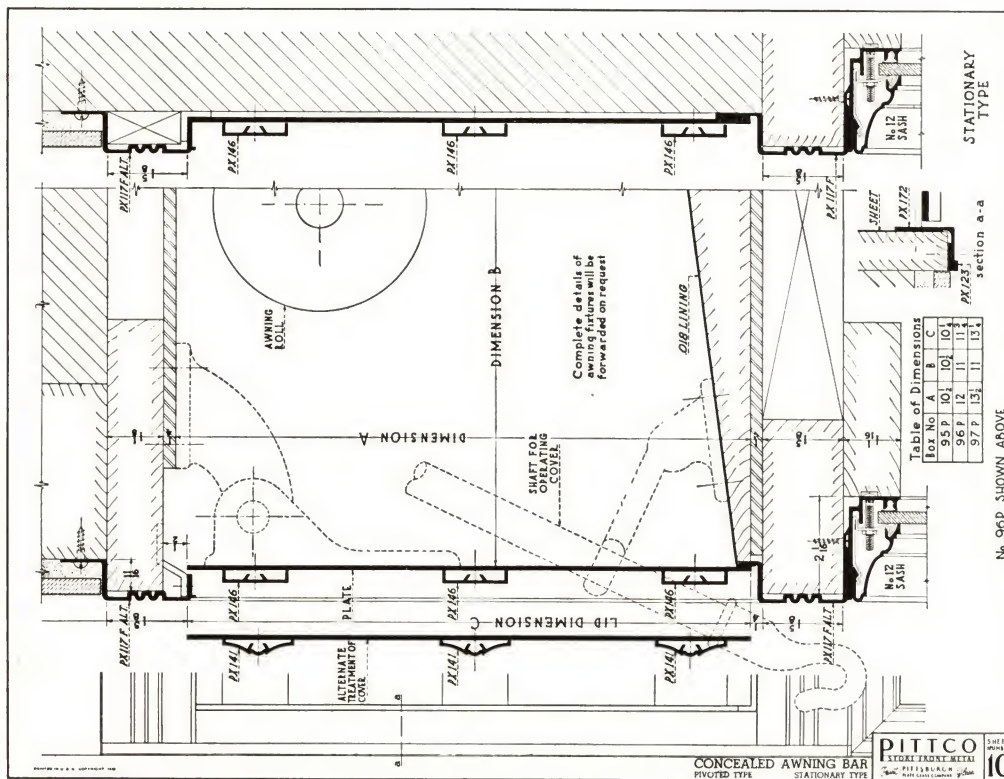
RECESSED AWNING BARS AND UNDER COVERINGS



QUARTER SIZE DETAILS OF PITTCO METAL STORE FRONT INSTALLATIONS

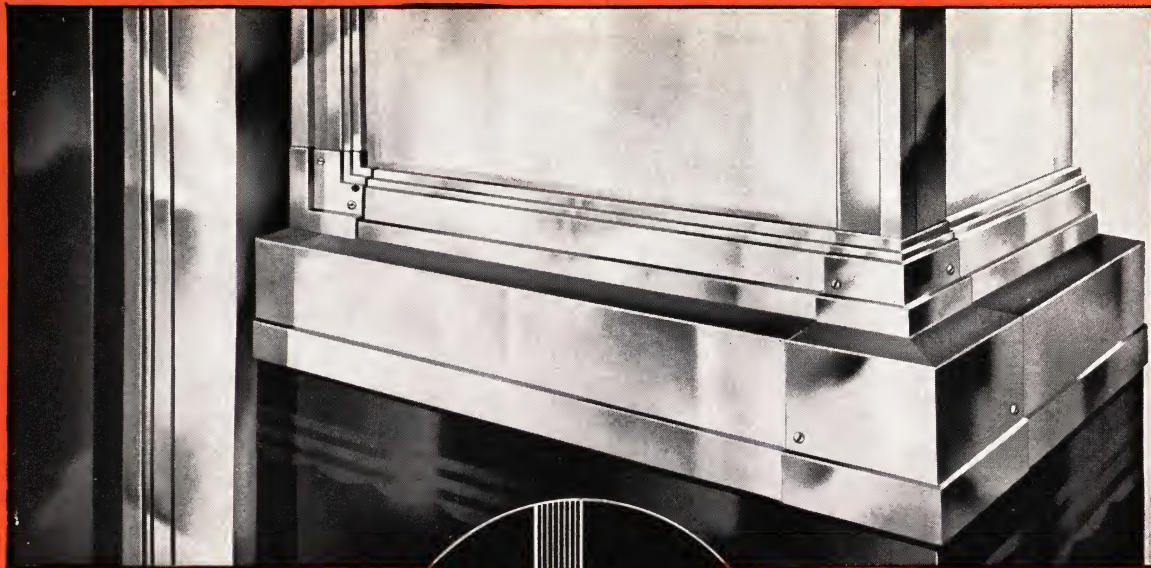


**CONCEALED
AWNING
BAR**



**CONCEALED
AWNING
BAR**

EASYSET STORE FRONT CONSTRUCTION



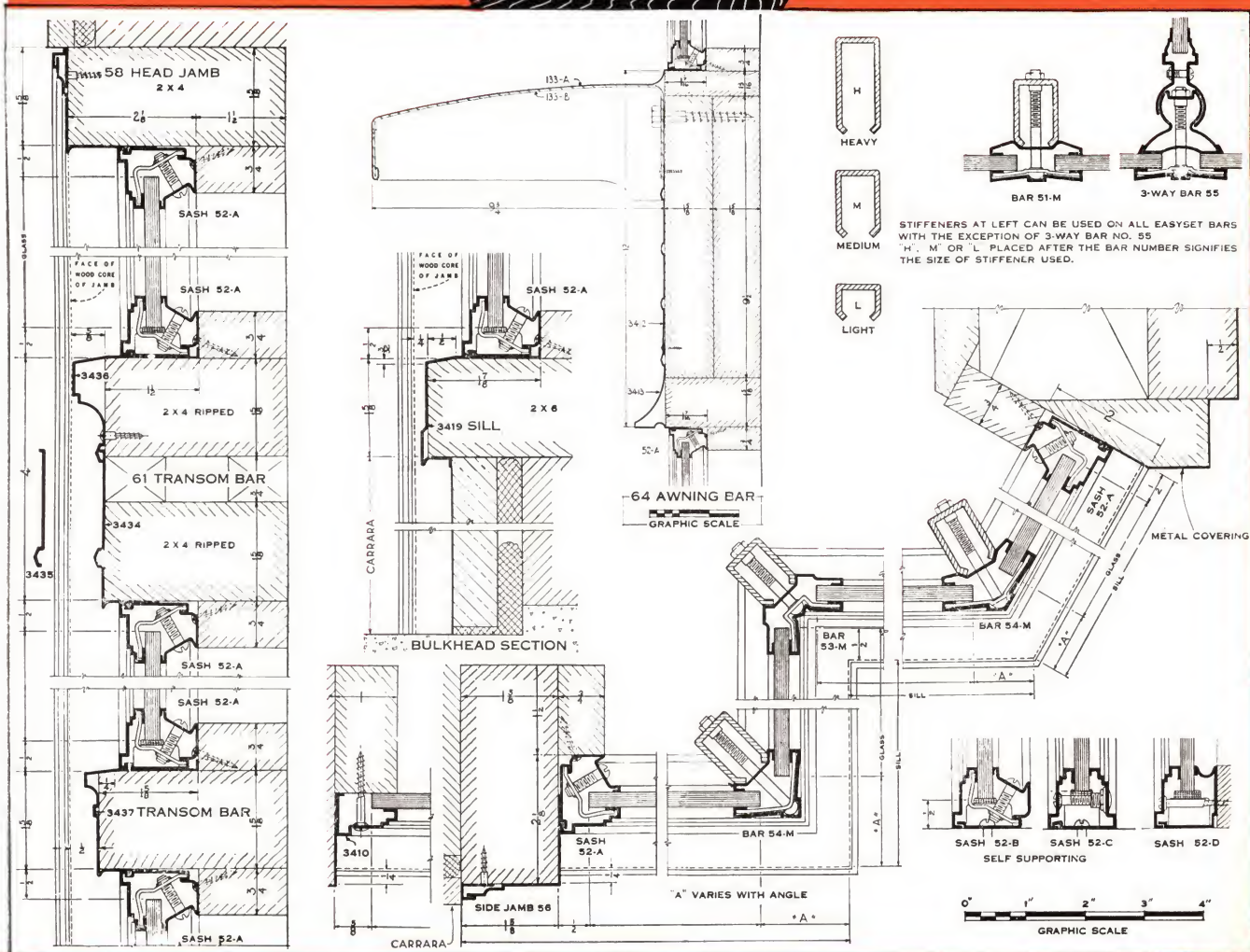
Above: View of 52-A EasySet Sash and accompanying members.

At right: Full size cross section through 52-A EasySet Sash.

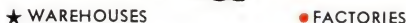
Below: Reduced details of 52-A EasySet Sash and other important units such as jambs, transom bars, corner bars, division bars and sill.



Besides Pittco, we can also supply EasySet, an interesting line of cold rolled construction, in polished aluminum, satin aluminum, alumilite, polished bronze, satin bronze, statuary bronze (light or dark), stainless steel (polished or unpolished).



Paint* PITTSBURGH *Glass
PLATE GLASS COMPANY



ROCKFORD, Ill.
123 South Third Street
SAGINAW, Mich.
103 Fitzhugh St.
ST. LOUIS, Mo.
3900 Chouteau Ave.
ST. PAUL, Minn.
459 Jackson St.
SAN ANTONIO, Texas
1420 S. Alamo St.
*SAN FRANCISCO, Calif.
1230 Market St.
SAVANNAH, Ga.
Central of Georgia Terminals
SCRANTON, Pa.
823 Wyoming Ave.
*SEATTLE, Wash.
316 Westlake Ave., N.
SHREVEPORT, La.
90 Fannin St.
SOUTH BEND, Ind.
1138 S. Lafayette St.
SPRINGFIELD, Mass.
40 Albany St.
SYRACUSE, N. Y.
838 Erie Blvd., W.
TAMPA, Fla.
102 Madison St.
TOLEDO, Ohio
2410 Albion St.
TULSA, Okla.
301 E. Archer St.
UTICA, N. Y.
615 Eagle St.
WASHINGTON, D. C.
4th & Channing Sts., N. E.
WILKES-BARRE, Pa.
54 Scott St.
YOUNGSTOWN, Ohio
25 N. Watt St.

Los Angeles, Calif.
Santa Barbara, Calif.
San Diego, Calif.
San Francisco, Calif.